SAENZ OF THE TIMES
Public Relations

RHONDA SAENZ

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Dear Journalist:
Enclosed, please find the newly released (October 21st), "Witch Hunt" brought to you by Dark Future Music's SPF1000.

Creator, David Ivy is the mastermind behind the dark, industrial, heavy hitting tracks on this record. Don't let the glam-goth like photo included in this package fool you either. David is always quite the chameleon with his image as well as with his music.

For more information, go over the enclosed bio and check out the website at: SPF1000.com

I'll be in touch with you soon. In the meantime, slap on some SPF1000 and you'll feel wicked again!

Best regards,

Rhonda Saenz

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SPF1000

Every good story must have a beginnng, our's starts on July 3rd, in the year 2000. After years of playing in the LA circuit, David Ivy masterminded a way to incorporate darker music styles, mesh them with futuristic electronic soundscapes and keep it accessible to the public with his new project, aptly named SPF1000. The result has been called everything from "Electrodeath" to outright genius. Haunting vocals whisper through walls of guitar with precisely calculated samples to create the effect of a dark journey through time, placing you right in the middle of a "Witchhunt." With over 166,000 downloads on mp3.com there is no doubt SPF1000 has already made its mark on the darker music scene. A websearch will provide you with a countless number of club and radio playlists and they didn't even have an Album…until now. Legions of fans worldwide, live shows with national touring acts, and a street team called The Army of Darkness shows just how serious they take the music business, and a quick listen to the lyrics will show you that David does not take himself too seriously. Without an album SPF1000 has managed to transcend into cult status with a rather large following, your indoctrination awaits you in the enclosed CD.

SPF1000 has been compared to bands like Marilyn Manson, Ministry, Nine Inch Nails, KMFDM and Rob Zombie, because of the way they incorporate spooky music with catchy, traditional "rock" hooks. SPF1000 has been featured on numerous compilations and has also been featured in major motion pictures and television shows already.

David Ivy is the creative force behind SPF1000 as a programmer, vocalist, songwriter and all instrumentation. He grew up in a musical household and is constantly driven by his love for music. His father, a drummer for Las Vegas' Devils Disciples and his mother, a piano singer taught him drums at the age of two. He hasn't stopped learning since and can play a large variety of instruments. All his teachings and experience have come to fruition in SPF1000.

This is just the beginning...

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